

Switzerland. get natural.

SOCIAL MEDIA how to use it correctly and efficiently.

Swiss Ski School training course, Bern October 19th 2016 Switzerland.

get natura

How will the winter of 2016/17 be?



Agenda.

- 1. Overview of ST social media activities
- 2. INLOVEWITHSWITZERLAND.COM
- 3. Examples
- 4. Social media for participating
- 5. Developing ideas
- 6. Q & A

Usage of Social Media.



- Social media user worldwide: 2.14 billion people
- Social media user in Switzerland: 78%
- Biggest social media networks worldwide:

Facebook 1.650 Mio. (CH: 3.5 Mio.), Instagram 400 Mio. (CH: 500'000),

Twitter 310 Mio. (CH: 700'000)

- Average usage per day:
 - Facebook: 42 min
 - Instagram: 21 min
 - Twitter: 17 min



Social Media – a big chance and responsibility which takes place internationally, publicly and live.

Official ST platforms.





Plus YouTube, Flickr, Tumblr, LinkedIn, Vine, Snapchat, Periscope, Google+, Weibo, RenRen...

2.6 Mio. fans



Facebook and Twitter.

- Several posts and tweets per day.
- ZH publishes in 4 languages.
- Important channels to promote campaigns, offers and links.
- Biggest fan group for ST.
- High importance for markets.
- Main platform for advertising efforts.



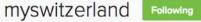




Instagram.

- The most rapid increasing platform.
- Main source for #INLOVEwithSWITZERLANDcontent.
- Stimulates dialog and spreads easily content.
- Fast development, suitable for professional profiles.





Switzerland Tourism Our official ST Channels: @MyswitzerlandLive @MySwitzerlandAR @STnetNews. Tag us or use #inLOVEwithSWITZERLAND to permit repost. www.inlovewithswitzerland.com

488 posts 106k followers 132 following















What exactly is User Generated Content?

User show what they **experience**, how they **feel** and what they **think**. All of that is shared on the social medias with their friends, followers

... and with us!



What is a "hashtag" and its purpose?

Especially on Instagram and Twitter user "tag" their posts with hashtags. Hashtags are **keywords** to put the post in context and therefore make it **findable**.

This is the reason why Switzerland Tourism communicates in all ways with the official hashtag **#INLOVE**WITH**SWITZERLAND**. This tool permits the "digital traveler" to tag their story.

It's a tool for us to find all of their content!

Why #INLOVEWITHSWITZERLAND?



People fall in love with Switzerland over and over again. The hashtag is an emotional statement.

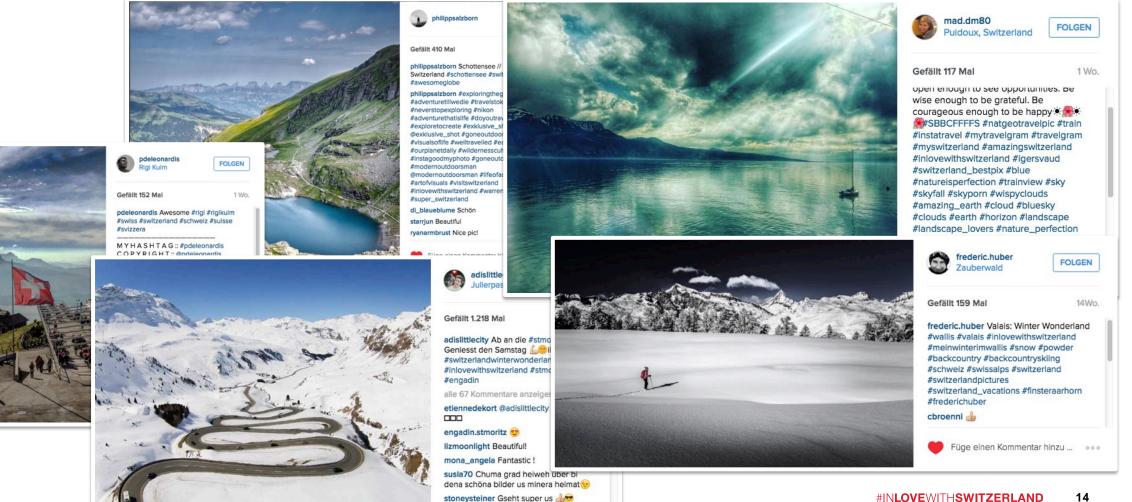
As our guests post their declaration of love publicly on social media channels, we are able to follow them.

We get to the bottom of love – in real time: what, when and why do people fall #INLOVEWITHSWITZERLAND?



Examples.

The user apply our hashtag to share their breathtaking pictures!



Füge einen Kommentar hinzu ...



Switzerland. get natural.

2. INLOVEWITHSWITZERLAND.COM





#INLOVEWITHSWITZERLAND – the map.





#INLOVEWITHSWITZERLAND – the map.



Opportunities to share content.

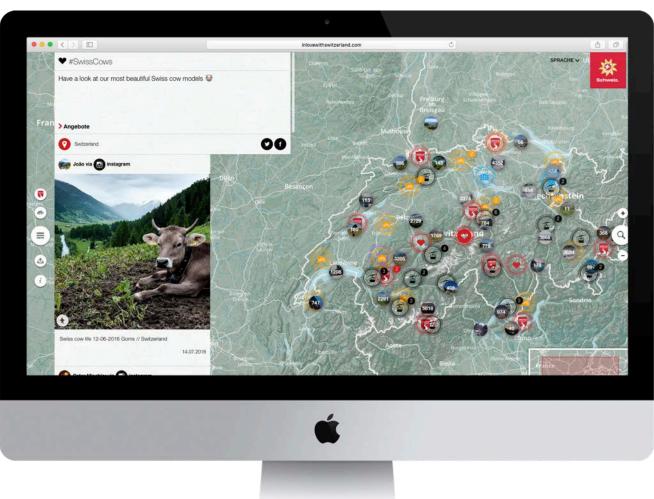


• User content:

- Find & recognize surprising content
- Listen to the **obvious**, collect and distribute it

• Own content:

- create, enrich with user content, promote events

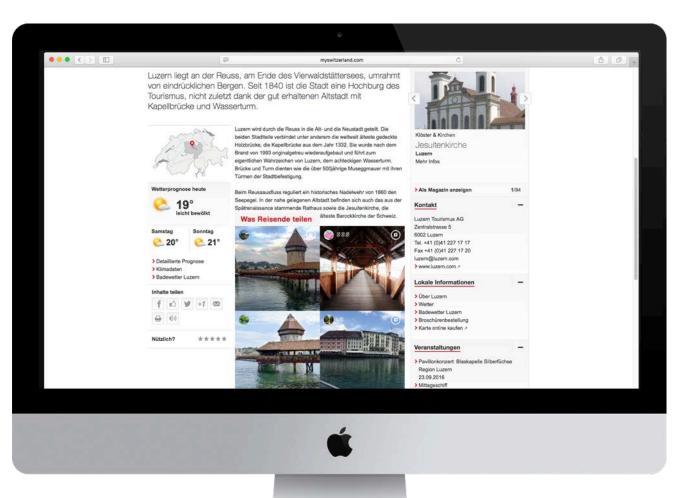


Opportunities to share content.



Placement on MySwitzerland.com

- Our website is enriched with user content
- The content is published live and is authentic
- Example





Switzerland.

3. Examples.



Most successful post in 2015:

- 88'421 likes
- 1'247 comments
- 8'362 shares
- 1'181'200 number of users reached



Switzerland I Schweiz I Suisse I Svizzera (Default) Swith Alfred Spitzer and 11 others. 28 December 2015 · @ 🖆 Like Page

Top comments *

Our #fanphoto of the day, by Brigitte Gambier: "Le Cervin dans toute sa splendeur "Thank you! For more #inLOVEwithSWITZERLAND fanphotos, click here: http://bit.ly/inlovewithswitzerland



INLOVEWITHSWITZERLAND.COM



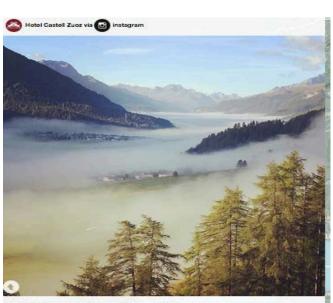
- Winter is coming
- <u>Fog</u>
- Snowmen

★ Vorfreude auf den Winter 🖑 🕸 %

Wir können den Winter kaum noch erwarten - endlich wieder auf die Piste, Schneeschuhwandern, Nachtschlitteln und Fondue essen. Schweigt mit uns in Erinnerung an eure schönsten Schneeerlebnisse & freut euch mit uns auf den Winter!



Nous sommes à doux mois des premiers ouvertures des domaines skalais 🥶 Jospho cette sasion que j'autas l'occasion de retoumer à l'extransmontana pour emprunter la piste rouge de la litipalemente 😼 . Ce que je n'ai pas pulistre li y a daux ans car je n'avais pas le bagge technique d'autounchi u 💩 est liaga imputtans évalas évalas évalas étotography llandscape #umx #72200 ésnow évistewitterand l'équevitaviand #rivovittevitterana finistagood #picothoday #chotoofthoday #exposure #composition isoature effesevitarianduide.



Herbstantang oberhalb von Zuzz, unten Nabel oben Sonnel #fenerindenbergen iticastelizusz #sauningview #indelcastell #göldenetherbal ihrikove/thew/tand inverliebtindeechweiz #engadim itengadinethetelt #sausz #engadirmountains findelmasurmer

23.09.2016



Hotel Gastell







Winter start 2015.

Ski instructor invasion in Bern







stnetnews

stnetnews #Repost from @schweizer_skischule_graechen: "läuft bei uns! Wir erkunden Bern bevor e beim Bundesplatz losgeht! #InLoveWithSwitzerland" - 🍋 😔 myriam_andrey 👍 🙂

Canton of Bern

Ø,

17 likes





27 likes



stnetnews 5 2 #Repost from @grindelwaldsports: "Fast wie zu Hause: Eiger, Mönch & Jungfrau #inlovewithswitzerland #grindelwaldsports" ••• 👍 😁

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3. Social Media for participating.







How can a Swiss Ski School use ST's platforms?

... we are the user too!

- 1. Plan the content (own stories, insider tips, etc.)
- 2. Use hashtag(s)
- 3. Inform the reference person of ST Schweiz proactively about news, events and projects
- 4. Use hashtag(s)
- 5. Share STories on the map with your own community
- 6. Refer to INLOVEWITHSWITZERLAND.COM and motivate the user to upload and post their stories
- 7. Use hashtag(s)



How can a Swiss Ski School use ST's platforms?

- Let us take part in your adventures and everyday life
- Show us your background story
- Communicate with us
- Be the ambassador for our Swiss winter and Swiss snow sport





Social Media – a big chance and responsibility which takes place globally, publicly and live.

Find the guests who are in love and listen carefully what they have to say.

Use our hashtag #INLOVEWITHSWITZERLAND.



3. Developing ideas.





Any questions?

socialmedia@switzerland.com

Thank you.